



detecting an event comprising user changes in non-textual visual stimuli electronically presented to and observable by a user viewing a browser interface;

assigning an identification (ID) of the event; and

evaluating at least one parameter of the non-textual visual stimuli changed by the user.

21. (New) The computer readable medium of claim 20 further comprising instructions for querying at least one of the changed parameters.

22. (New) The computer readable medium of claim 20 wherein the ID is an alphanumeric string.

23. (New) The computer readable medium of claim 20 further comprising instructions for determining the location and area of a primary browser window.

24. (New) The computer readable medium of claim 23 further comprising instructions for determining horizontal size, and a vertical size, of a primary browser window as immediately displayed in the display area, and a two-dimensional location of at least a corner of the primary browser window.

25. (New) The computer readable medium of claim 20 further comprising instructions for determining a location of online-content displayed within the primary browser window.